

Design Resource

Packaging of Handicrafts Products

Packaging Design for Exclusive Crafts

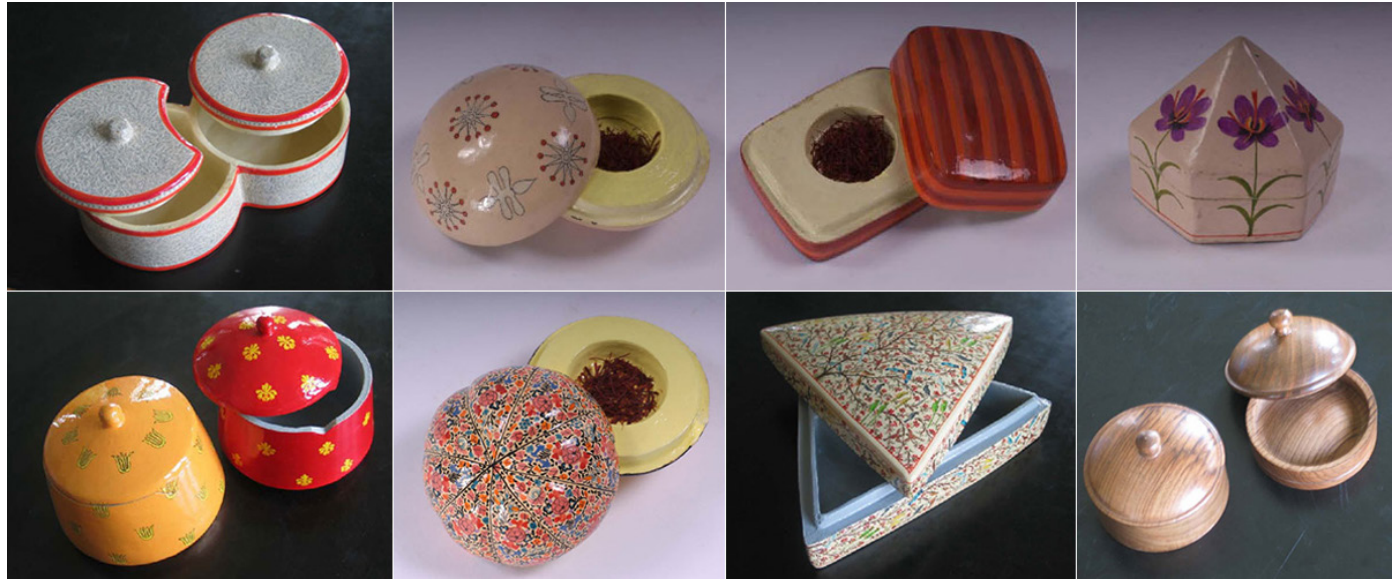
by

Prof. Bibhudutta Baral and A. Balasubramaniam

Craft Development Institute, Srinagar

Source:

<https://dsource.in/resource/packaging-handicrafts-products>



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Source:

<https://dsource.in/resource/packaging-handicrafts-products/introduction>

Introduction

The state of Jammu & Kashmir is famous for its rich heritage of handicrafts. Crafts have played a very vital role in society and the economy. Crafts are an intrinsic part of everyday life and every household boasts of an artisan in the family.

The crafts are almost always intricate. Whether it is the pashmina shawl or the paper maché box, the crafts are actually artistic pieces that take ages to make.

The textiles of the region are world-famous: the pashmina shawl, the Kani shawl, the woolen carpet, etc are all known around the world and the region gets identity from these crafts. So are the paper-maché products, the willow baskets and the wooden furniture elements.



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There are also some lesser-known crafts of the region like copper sheet metal work and leather bags that are losing their markets because of the reduction in the number of practitioners.

Aims & Objectives:

The major aims of the project are two-fold:

- To design packaging for the exclusive crafts of the state so that the value of the product and its presentation is enhanced, and
- To use the skills and materials that are abundantly available in the state for packaging.

The objectives of the assignment were to apply a new concept to the craft sector that usually ignores the aspect of packaging. It also seeks to use packaging as a new avenue for new product development. With materials like paper-mache and wood, willow and fabrics the crafts abundantly lend themselves to packaging for products made in other parts of the country as well.



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Slide Show

Design process that was followed:

- Analysis and Approach
- J & K Craft: An Introduction
- Aims & Objectives
- Crafts & Craftsmen for Packaging
- Paper Pulp & Painted Product for Packaging
- Packaging
 - Dry Fruit Packaging
 - Saffron Packaging
 - Shawl and Stole Packaging
 - Carpet Packaging
 - Watch Packaging
 - Shawl and Stole Box Packaging
- Prototype List
- List of Artisans
- Designer Profile

Resource Downloads:

- [Packaging of Handicrafts Products - Slide Show – pdf](#)

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Packaging of Handicrafts Products

An Integrated Design &
Technical Development project by

A. Balasubramaniam

for

Craft Development Institute
Srinagar



Sponsored by
The Office of the Development Commissioner
(Handicrafts), New Delhi

ANALYSIS AND APPROACH

In today market scenario packaging plays a vital role in commercial value of a product.

(A serious deliberation is necessary in this direction) innovative packaging not only reflects the true character of the product but could also create various perceptual interpretations in view of the consumer. In any given context of contemporary markets, packaging is an essential ingredient of establishing competitive advantage and brand equity.

In present market scenario little attention has been paid to the aspects of presentation of handicraft products, especially at the retail.

A serious deliberation in this direction leads to an immediate need can of packaging which will lead to over value addition to the craft.

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JAMMU & KASHMIR CRAFTS : AN INTRODUCTION

The state of Jammu & Kashmir is famous for its rich heritage of handicrafts. Crafts have played a very vital role in the society and the economy. Crafts are an intrinsic part of everyday life and every household boasts of an artisan in the family.

The crafts are almost always intricate. Whether it is the pashmina shawl or the paper mache box, the crafts are actually artistic pieces that take ages to make.

The textiles of the region are world famous: the pashmina shawl, the Kani shawl, the woolen carpet, etc are all known around the world and the region gets an identity from these crafts. So are the paper-maché products, the willow baskets and the wooden furniture elements. There are also some lesser known crafts of the region like the copper sheet metal work and the leather bags that are losing its markets because of the reduction in the number of practitioners.



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The major aims of the project are two-fold:

- To design packaging for the exclusive crafts of the state so that the value of the product and its presentation is enhanced, and
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The objectives of the assignment was to apply a new concept into the craft sector that usually ignores the aspect of packaging. It also seeks to use packaging as a new avenue for new product development. With materials like paper-mache and wood, willow and fabrics the crafts abundantly lends itself for packaging for products made in other parts of the country as well.

So the project evolved into the following stages of work:

- ! Analysis of skills and materials available for designing packaging for Kashmir's products
- ! Designing packaging for exclusive products using these materials and skills.
- ! Design products that would serve as packaging for products from other places
- ! Designing industrial packaging for products of Kashmir.

PACKAGING:

- Packaging for exclusive Kashmiri crafts and other products
- Packaging using crafts

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PACKAGING:

- Packaging for exclusive Kashmiri crafts and other products
 - Shawls
 - Carpets
 - Dry fruits
 - Saffron
 - Stoles
- Packaging using crafts
 - Watches
 - Containers
 - Multiple Containers



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CRAFTS & CRAFTSMEN FOR PACKAGING :

Paper Maché or pulp lends itself into making forms of all kinds for making containers for products. This was the aspect that was explored in the first phase of the workshop.

While wood carving in walnut wood is popular in Kashmir, the crafts lends itself to making aesthetic containers that can be used to package expensive crafts of Kashmir and other stylish products like watches and pens.

Willow in Kashmir lends itself to baskets and trays.

Closed containers with lids and trays were explored for packaging carpets.

Since it is relatively inexpensive, it lends itself for use as packaging material.

The textiles of the region are famous for their embroidery. There is also a major population of artisans that make garments and bags.

The craft of combining tailoring with embroidery thus lends itself to package soft materials like shawls and stoles.



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PAPER PULP & PAINTED PRODUCTS FOR PACKAGING :

Paper Maché or pulp lends itself into making forms of all kinds for making containers for products. This was the aspect that was explored in the first phase of the workshop.

The first set of prototypes were made for packaging saffron and dry fruits. Different shapes of boxes were designed for making the packages look big and valuable.

The first concepts were developed to make the package look bigger than what they contain. This makes them look like better value for money.

Explorations were done for multiple containers. Lids were designed for making them taller than the base box, much like perfume bottles and cream packaging.

The result was a set of containers that seemed to complement what is contained in them, valuable and safe. The pulp boxes were painted over by award winning artisans who painted intricate patterns on the containers to make them look pretty and valuable.



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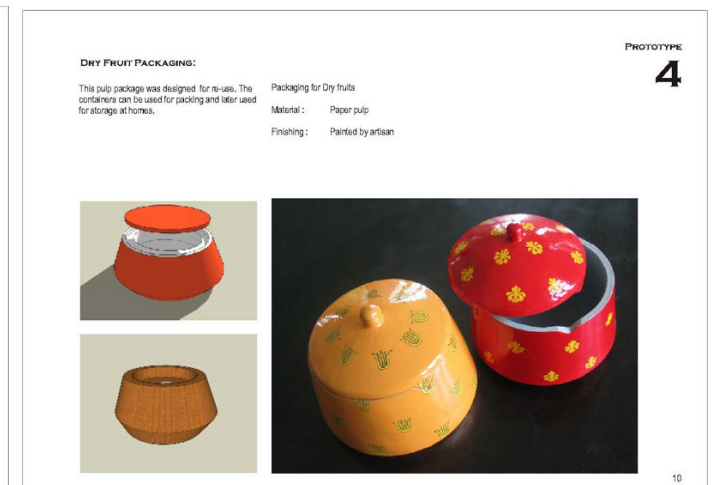
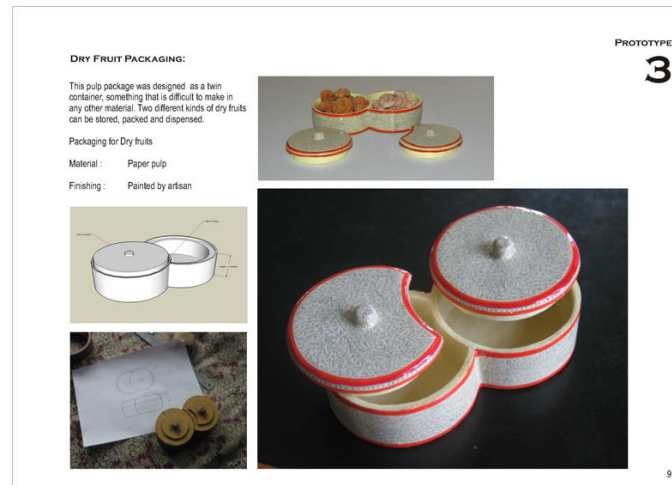
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SAFFRON PACKAGING:

Saffron is something that all visitor to Kashmir buy and take back home. They are very expensive to buy. But it is usually packed in small plastic containers.

The aim of this is to provide an exclusive looking pack which can be used as a gift pack that people would love to give and receive.

The attempt here is to make the package look larger than the quantity it stores to convey the importance of the contents.

Saffron Packaging

Material : Paper pulp

Finishing : Painted by artisans

PROTOTYPE 5



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SAFFRON PACKAGING:

The concept is to make forms that are traditionally associated with Kashmir boxes.

Saffron Packaging

Material : Paper pulp

Finishing : Painted by artisans

PROTOTYPE 7



13

SAFFRON PACKAGING:

Continuing the concept of making containers that are larger in volume, this design was made based on a traditional box where the lid is larger than the base container.

Saffron Packaging

Material : Paper pulp

Finishing : Painted by artisans

PROTOTYPE 6



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SAFFRON PACKAGING:

A hexagonal container that has a tall conical lid makes the box look larger and taller!

Saffron Packaging

Material : Paper pulp

Finishing : Painted by artisans

PROTOTYPE 8



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SAFFRON PACKAGING:

Continuing the concept of making containers that are larger in volume, this design was made based on a traditional box where the lid is larger than the base container.

Saffron Packaging
Material : Paper pulp
Finishing : Painted by artisans

PROTOTYPE 9



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DRY FRUITS PACKAGING:

Since dry fruits are given as gifts during festive times, it was thought to make new forms that will make the packs attractive and gift-worthy.

This design is a triangular box that will hold four different kinds of dry fruits.

Saffron Packaging
Material : Paper pulp
Finishing : Painted by artisans

PROTOTYPE 11



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SAFFRON PACKAGING:

Saffron packs have also been designed in walnut wood with a convex bottom, so that the volume of saffron looks larger than usual. This makes the pack looks large and valuable.

Saffron Packaging
Material : Walnut wood

The container will also be continued to be used to store and serve which justifies the investment in design.

PROTOTYPE 10



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SHAWL PACKAGING

Shawls of Kashmir are world famous and the price can sometime reach upto a few lakhs of rupees. But the packaging for such expensive shawls are not-existent. The assignment seeks to correct this anomaly by designing locally producible packaging.

The first one is in walnut wood that makes the whole product presentation classy. When the lids come off, the pack can be re-used to as a household tray.

Shawl Packaging
Material : Walnut Wood

PROTOTYPE 12



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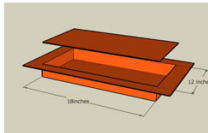
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SHAWL PACKAGING:

Continuing the concept of shawl packaging in wood is another alternative concept to be made in walnut wood and hand-carved. The lids are squares that can be used otherwise as well.

Shawl Packaging

Material : Walnut wood






PROTOTYPE 13

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SHAWL PACKAGING:

Since there are different types of shawls, different kinds of packaging needs to be designed as well.

For Pashmina's, these fabric packaging can be used as they would be used to store at home, post-purchase as well. And to make it memorable, elegant lines of embroidery have also been included on the surface as embellishments.

Shawl Packaging

Material : Quilted fabric




PROTOTYPE 14

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SHAWLS & STOLES PACKAGING:

Stoles and ultra-fine shawls can be packaged in these embroidered folded bags that can be re-used at homes as well.

Shawl Packaging

Material : Embroidered fabric





PROTOTYPE 15

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CARPET PACKAGING:

Carpets are another important product category in Kashmiri crafts that can do with some elegant packaging.

This is a cylinder made of willow that can be carried around with ease after packing a rolled carpet into it.

Carpet Packaging

Material : Willow






PROTOTYPE 16

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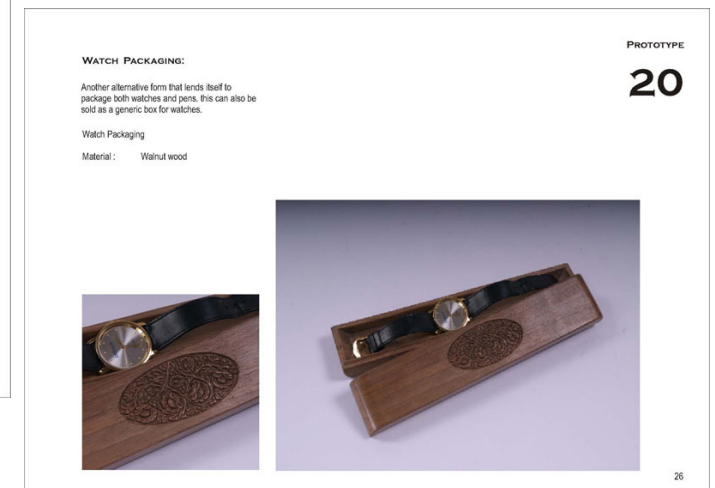
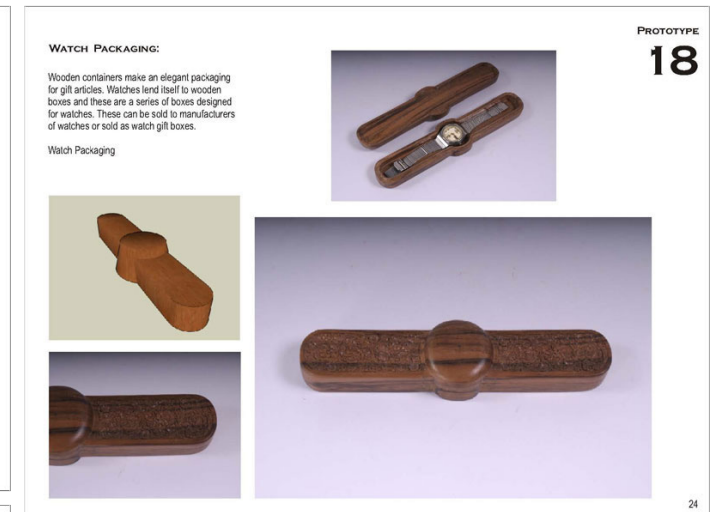
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PROTOTYPE LIST

S.No	Code. No	Description
01.	IDTDPI/PAC/ 001/ 06-07	Dry fruit packaging (Paper Machié - cuboid)
02	IDTDPI/PAC/ 002/ 06-07	Dry fruit packaging (Paper Machié - hexagonal)
03	IDTDPI/PAC/ 003/ 06-07	Dry fruit packaging (Paper Machié - combined)
04	IDTDPI/PAC/ 004/ 06-07	Dry fruit packaging (Paper Machié - Bowl with lid)
05	IDTDPI/PAC/ 005/ 06-07	Saffron packaging (Paper Machié - cylindrical)
06	IDTDPI/PAC/ 006/06-07	Saffron packaging (Paper Machié - melon)
07	IDTDPI/PAC/ 007/ 06-07	Saffron packaging (Paper Machié - oval)
08	IDTDPI/PAC/ 008/ 06-07	Saffron packaging (Paper Machié - pyramid)
09	IDTDPI/PAC/ 009/ 06-07	Saffron packaging (Paper Machié - rectangular)
10	IDTDPI/PAC/ 010/ 06-07	Saffron packaging (Paper Machié - triangular)
11	IDTDPI/PAC/ 011/ 06-07	Saffron packaging (Walnut)
12	IDTDPI/PAC/ 012/ 06-07	Shawl packaging (Walnut tray-square)

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PROTOTYPE LIST

13	IDTDPI/PAC/ 013/ 06-07	Shawl packaging (Walnut tray-rectangular)
14	IDTDPI/PAC/ 014/ 06-07	Shawl packaging (Fabric-sozni)
15	IDTDPI/PAC/ 015/ 06-07	Stole packaging (Fabric-sozni)
16	IDTDPI/PAC/ 016/ 06-07	Shawl packaging (Fabric-An)
17	IDTDPI/PAC/ 017/ 06-07	Carpet packaging (willow-cylindrical)
18	IDTDPI/PAC/ 018/ 06-07	Carpet packaging (willow-triangular)
19	IDTDPI/PAC/ 019/ 06-07	Carpet packaging (willow-rectangular)
20	IDTDPI/PAC/ 020/ 06-07	Shawl packaging (Corrugated board)
21	IDTDPI/PAC/ 021/ 06-07	Watch packaging (Walnut style-1)
22	IDTDPI/PAC/ 022/ 06-07	Stole packaging (Corrugated-paper machie)
23	IDTDPI/PAC/ 023/ 06-07	Watch packaging (Walnut style-2)
24	IDTDPI/PAC/ 024/ 06-07	Watch packaging

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ARTISANS LIST

LIST OF ARTISANS

The following list of artisans got trained to make the prototypes and also helped in making the project very successful.

- Shabir Ahmed Mir S/o Mohd Sattar Mir R/o Ranga Masjid, Saazgaripora, Hawal Srinagar	- Ghulam Nabi Shaksaz S/o Lt. Mohammad Iftail Shaksaz R/o Hazratbal Srinagar
- Mumtaz Mir S/o Hassan Mir R/o Saazgaripora, Hawal Srinagar	- Mehboob Ali Shaksaz S/o Ghulam Nabi Shaksaz R/o Hazratbal Srinagar
- Rashid Ahmad Ganai S/o Lt. Gh. Rasool Ganai R/o Hamambal, Khaniyar Srinagar	- Mohammad Maqbool Shaksaz S/o Lt. Abdul Gaffar Shaksaz R/o Hazratbal Srinagar
- Fayaz Ahmad Jan S/o Lt. Baker Jan R/o Hassanabad, Rainawari Srinagar	- Mohammad Ashraf Shaksaz S/o Lt. Habibullah Shaksaz R/o Hazratbal Srinagar
- Ali Mohammad Joo S/o Ghulam Hassan Joo R/o Nabdipora, Hawal Srinagar	- Hafiz-Uliah Baba S/o Gh. Mustafa Baba R/o Hassanabad, Rainawari Srinagar

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- Murtakib Ahmad Mi S/o Shabir Ahmad Mir R/o Saazgaripora, Hawal Srinagar	- Farooq Ahmad Shah S/o Mohammad Maqbool Shah R/o Sheethen Mohalla, Khaniyar Srinagar
- Mohd Maqbool Jan S/o Lt. Qasim Ali Jan R/o Lal bazaar Srinagar	- Sami Jan S/o Ghulam Mohammad Nika R/o Sikanderpora, Rainawari, Srinagar
- Massarat Jan W/o Mohammad Maqbool Jan R/o Lal bazaar Srinagar	- Reyaz Ahmad Ganai S/o Lt. Gh. Rasool Ganai R/o Hamambal, Khaniyar Srinagar
- Khazir Mohd Qasba S/o Mohammad Sultan Qasba R/o Lal bazaar Srinagar	- Javid Ahmad Ghazi S/o Mohammad Ishaq Ghazi R/o Ghazidori, Alamgan bazaar Srinagar
- Muzaffer John Qasba S/o Khazir Mohd Qasba R/o Lal bazaar Srinagar	- Sameena Mustafa S/o Gh. Mustafa Baba R/o Hassanabad, Rainawari Srinagar
- Firdous Ahmed Reshi S/o Bashir Ahmad Reshi R/o Nowpora Srinagar	- Bilal Ahmad Qasba S/o Khazir Mohd Qasba R/o Lal bazaar Srinagar

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Designer Profile

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E-mail: bala.productdesigner@gmail.com

Qualification:

- Graduated in Product Design (Industrial Design)
Five & a half year Professional Education Program (86)
National Institute of Design (NID), Ahmedabad, INDIA

Work Experience

- A Academia & Workshops:
 - Visiting Faculty at IILM School of Design, Gurgaon. Set up the Product Design department and its curriculum.
 - Visiting Faculty at NIFT (National Institute of Fashion Technology, New Delhi), a fashion school that has its curriculum monitored and guided by FIT, New York. Designed and taught a course for Design methodology for the fashion design students for a semester every year from 1994 to 1998.
 - Convener of the e-group of NID alumni in Delhi.
 - Conducted Workshops for schools and colleges on Creativity, on behalf of the National Institute of Design in New Delhi.
 - Conducted Workshops for Handicrafts groups on Packaging, Quality and Design issues for Charity organizations like PLAN INTERNATIONAL, (a US based Charity) Crafts Aid Foundation and OXFAM FAIRTRADE, Great Britain.

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- Regular contributor to Economic Times, Times of India and magazines on the subject of Design.
- B. Design Consultancy:
 - Design Consultant to COTTAGE EMPORIUM, New Delhi in developing a range of small furniture in wood from Saharanpur (March 2005)
 - Design Co-ordinator for an International Basketry Workshop, held at Sanskriti, New Delhi, early 2005.
 - Design Consultant to India - Pakistan design workshop: Dostkari, (held at Delhi) to design and prototype hand-made products made by artisans from both countries, (April 2004)
 - Design of products and market development for cluster of Nagarjan in Nagaland for Nagaland handloom & handicrafts development corporation 2002-2003)
 - Design Co-ordinator for co-ordinating 10 professional designers working on a UNDP assignment of developing a new range of commercially marketable products in Cane and Bamboo in the North East of India. (January 2002 - June 2002)
 - Design & prototyping of products, made by Kashmiri artisans in Srinagar resulting in a range of market - ready products of walnut wood, painted by artisans. (July 2003)
 - Design Consultant for a UNDP (United Nations Development Programme) assignment of developing and diversifying into new products in Cane and Bamboo in Assam, North - East India. The contractual assignment has resulted in development of about a hundred new products in bamboo that are commercially viable and aesthetically exclusive. (June 2000 to May 2002)
 - Design Consultant to Saran Exports, India for developing new lifestyle products in Metal and Glass for export to European countries in the summer of '99 (1998)
 - Programme Co-ordinator for OXFAM FAIRTRADE, New Delhi between November '97 and May '98. Position involved co-ordinating the India office of the Fair Trade Department and Supervising new product development and co-ordinating between the head office in the United Kingdom and various artisan groups in India till the new team was selected for the India office.
 - Developing the contents and design of an audio-visual Training Document for Handicraft Artisans, on the subject of 'Quality', (August '96) for OXFAM.

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- Consultant Co-ordinator for PDTC of the National Small Industries Corporation, New Delhi. Co-ordinated setting-up of PRIDE, (Prototype Initiative for Design Excellence) a Product Design Center for National Small Industries Corporation, (NSIC) New Delhi. Conceptualizing the character of the Center, including it's name and identity, locating resource-persons, putting together an action-plan, organizing seminars and kick-starting it's activities, were my main responsibilities. The center has since been operational under NSIC (1993-95)
- Empanelled with the UN Organisation ITC (International Trade Centre), Geneva as a Consultant, for projects in the Developing Countries for 3 years from 1997.
- Consultant to OXFAM for Product Development and Quality Control from January '94 to 2000. Designed products for export to UK. Lifestyle products include corporate products and home interior products in Wood, Ceramic, Leather, Brass and Reed.
- Founder Partner in a Design Consultancy: DESIGNWORKS that provided Design Consultancy to industry and government bodies like HUDCO, New Delhi, Sports Authority of India and Lal Bahadur Shastri Academy, Musson, between 1987 - 1992. The consultancy was voluntarily closed.

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This Project was done by Product Designer Mr. A. Balasubramaniam. These craft development studies were undertaken by Designers for CDI, Srinagar and have been contributed by Mr. Farooki, Director, The Crafts Development Institute (CDI), Srinagar.

You can get in touch with Mr. A. Balasubramaniam at [bala.productdesigner\[at\]gmail.com](mailto:bala.productdesigner[at]gmail.com)

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